



**Sterne Kessler  
Goldstein Fox**  
ATTORNEYS AT LAW

Robert Greene Sterne  
Jorge A. Goldstein  
David A.S. Cornwell  
Robert W. Ermond  
Tracy Gene S. Durkin  
Michael A. Cimbal  
Michael B. Ray  
Robert E. Spadoli  
Eric K. Stelle  
Michael U. Lee  
John M. Cawert  
Robert C. Millwig  
Donald J. Featherstone  
Timothy J. Shea, Jr.  
Michael V. Messenger  
Judith L. Kim  
Miguel For Eyers  
Jeffrey I. Halvey  
Elaine L. Elston  
Donald B. Bennett  
Peter A. Jackman  
Brian J. Dal Borno

Elizabeth J. Haanes  
Michael D. Specht  
Kevin W. McCabe  
Glen L. Perry  
Theodore A. Wood  
Gabry L. Longworth  
Edward W. Kee  
Grant E. Reed  
Racey L. Muller  
Judene M. DeSantis  
Helene C. Carlson  
Cynthia M. Roucher  
Timothy A. Doyle  
Lori A. Gordon  
Sharon A. Carroll  
Anbar J. Ghai  
Michelle K. Holoubek  
Martha A. Rose  
Scott A. Schaller  
Lei Zhou  
W. Blake Goblentz

James J. Pelt  
John T. Hagan  
Mark W. Rygel  
Michael R. Tadiak  
Carla J. Egan Kim  
Doye A. Sieve  
Ulrich Winkler Jenks  
Paul A. Calves  
C. Matthew Roper  
Randal K. Baldwin  
Lori M. Brandes  
Deborah A. Sterling  
Jeremy M. Voss  
Stephanie L. Elmer  
Jeffrey K. Mills  
Mira Muthersie  
Scott M. Woodhouse  
Peter A. Scaramo  
Christian A. Camarce  
Richard D. Celler  
Patrick P. Hansen  
Ross G. Hicks

Keshia Hylton-Rodriguez  
Bernie Nannengo-Combs  
Alyssa K. Sandrowitz  
Jonathan M. Strang  
John P. Weierkorn  
Chenghua Luo  
Salvador M. Sotoz  
Bruce B. Vance  
Julie L. Shar  
Byron L. Pickard  
Kelle K. Olapinski  
Christopher B. Feenick  
Jeffrey R. Tougler  
William P. Ladd

Jonathan Timinaro  
Gaurav Arthava  
Tasner Mountada  
Cynthia L. Dehenzo  
Omar F. Amin  
R. Wilson Powers III  
Joseph E. Mutschelknaus  
Karon Nauasiosh  
Aaron S. Ward

*(Of Counsel)*  
Edward J. Kessler  
Kenneth C. Bass III  
Christopher F. West  
David C. Jackson  
Jason D. Eisenberg

**Registered Patent Agents**  
Karen R. Markowicz  
Danielle L. Letting  
Steven C. Oppenheimer  
Aaron S. Lukas

\*Admitted only in Maryland  
\*Admitted only in Virginia  
\*Practice Limited to  
Federal Agencies

July 20, 2009

**WRITER'S DIRECT NUMBER:**  
(202) 772-8674

**INTERNET ADDRESS:**  
MLLEE@SKGF.COM

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**Art Unit 3622**

**Attn: Mail Stop AF**

Re: U.S. Utility Patent Application  
Application No. 09/864,293; Filing Date: May 25, 2001  
For: **Interactive Advertisement Mechanism on a Mobile Device**  
Inventors: AUFRICHT *et al.*  
Our Ref: 1933.0010008

Sir:

Transmitted herewith for appropriate action is the following document:

1. Reply Under 37 C.F.R. § 1.116.

The above-listed document is filed electronically through EFS-Web.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Michael Q. Lee  
Attorney for Applicants  
Registration No. 35,239

MLQ/O-A:smn  
Enclosure

1006103\_1.DOC